

Amendment B  
Inventor Name: Warren McKinney  
Serial No.: 10/037,259  
Attorney Docket No.: 717228.7

### **REMARKS**

Applicant acknowledges with appreciation the interview of the subject application with Examiner Chang on June 16, 2004. All the Claims and the rejections were discussed but no formal agreement was reached as the allowability of the Claims; however, the Claims have been amended in accordance with the comments made by the Examiner during the interview. A follow up interview was conducted with the Examiner on July 1, after the Examiner reviewed proposed informal Claims. The Examiner indicated that the Claims with the proposed amendments and some subsequent changes would be likely looked upon favorably. The Claims were amended in accordance with these comments.

The Claims currently stand rejected under 35 U.S.C. Section 103(a) as being unpatentable over Mitchell (6,113,454) in view of De Lange (3,780,452).

Mitchell is directed to an amusement center for use in a car. It includes, first and second panel-like members joined together in a removable manner through the use of Velcro hook and loop fastener devices. The hook and loop members of the fastener device separate and join together at a face when the hook member engages the loop member. Such hook and loop fastener members are usually attached to a device in one of two manners, either through sewing or adhesive bonding. The use of adhesive bonding is typically not long lived favoring sewing as the preferred attachment means. As defined, Mitchell does not have a data storage device but rather, the referred to part is a pouch.

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De Lange is a prefabricated structural unit, for example, a window that is comprised of asbestos cement panels permanently secured to the exterior frame and mounted in a building. A suitable adhesive or caulking 62 is shown as bridging a gap between two structural members, which are rigid. It is submitted that De Lange is not analogous art and is improperly combined with Mitchell.

The Claims of the instant application have been amended to more clearly define the inventive structure and method and distinguish them over Mitchell and Mitchell in combination with De Lange. Because of these amendments, which are discussed below, it is submitted that the Claims are in a condition for allowance. The two independent Claims, Claims 1 and 11 have generally parallel limitations. A discussion of the limitations in the two independent Claims will be combined for convenience. The present invention comprises a display panel, an attachment device, and a data storage device. The attachment device is comprised of a first adhesive applied to one side of a carrier strip and a second adhesive applied to the opposite side of the carrier strip. One of the adhesives is a reusable adhesive. In Claim 1 both adhesives are pressure-sensitive and in Claim 11 one adhesive is reusable and the other is permanent.

The Claims have been amended to indicate that the data storage device is capable of containing encoded data to clearly distinguish over the pouch of Mitchell. The data storage device has a surface in contact with the reusable adhesive at a surface. Upon separation of the data storage device from the attachment device, substantially the entirety of the attachment device stays with the panel while substantially none of the attachment device stays with the removed data storage device. This is directly contrary

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of the teaching of Mitchell wherein one half of the attachment device must stay with one panel and the other half must stay with the other panel and the two are joined together at an interface between the hook surface and the loop surface of the two halves of the hook and loop attachment device. Such a structure is completely contrary to the present invention where the attachment device is essentially meant to stay with the display panel while substantially none of it is to stay with the data storage device upon separation. The data storage device may also be reapplied to the attachment device after removal, if desired. The defined structure is now clearly distinguishable over the cited references of record. It is reiterated, that Mitchell teaches a structure that is completely opposite to and contrary to the present invention; therefore, teaching against the present invention.

Because of the limitations, it is submitted that the Claims are now in a condition for allowance and formal allowance is respectfully requested.

Applicants' request for extension of time under 35 C.F.R. Section 1.136(a) as well as Applicants' Petition enclosed herewith and filed simultaneously with this Response.

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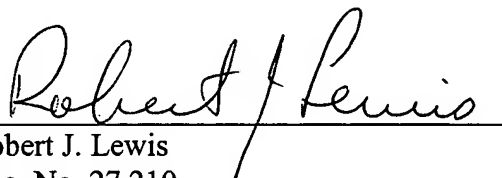
Serial No.: 10/037,259

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If any issue regarding the allowability of any of the pending claims in the present application could be readily resolved, or if other action could be taken to further advance this application such as an Examiner's amendment, or if the Examiner should have any questions regarding the present amendment, it is respectfully requested that the Examiner please telephone Applicants' undersigned attorney in this regard.

Respectfully submitted,

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